CONTOSO

Disti-to-reseller enablement

FY25 SMB EOS Accelerator Program

Windows 11

CONTOSO

Get ahead of the curve

Windows 11 Pro and Copilot+ PCs: powerful performance, intelligence, and security at your service

Our joint opportunity!

Windows 11

Reminder About Confidentiality

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Thank you.

Discussion topics

State of market & Windows

Commercial market outlook, Product

Windows 10 EOS

EOS Opportunity, goals, priorities, messaging, Learnings from past EOS

Deploy with confidence – Technical assessments

CTA & Next steps

Commercial market growth is promising with AI & EOS

Business growth amidst changing economic landscape and exciting possibilities

PC market is growing and transforming rapidly.

Growth +2.5% in 2025[1]

26.4M incremental devices sold during pandemic;

Windows 10 EOS

Businesses are preparing for AI-led acceleration.

75% of people are already using AI at work[2]

79% of leaders agree their company needs to adopt AI to stay competitive[2]

More than 90% ITDMs plan to buy AI PCs within the first two years[3]

Security is a top customer priority.

ITDMs ranked Security in the Top 3 persuasive reasons for deploying Win11 PCs[4]

Businesses prioritize speed of threat detection, data encryption, and advanced firmware safeguards as most essential PC security features[6]

Customers are increasingly services-oriented.

70% of customers purchase value added services from PC partners[4]

89% of DMs likely to purchase partner value added services for Copilot+PCs[5]

[1]IDC, “Worldwide PC Forecast, 2023–2027”. [2]Microsoft’s 2023 Work Trend Index. [3]Understanding Employee Productivity and Satisfaction Benefits of Next-Generation AI PCs as You Plan Your Next Refresh, IDC in partnership with Microsoft, August 2024. [4]Windows Pro Path to Purchase: US + International Quantitative Findings, Emerald Research Group, May 2023. [5]Project Budapest: Path-to-purchase Quant findings, Emerald Research Group, Jun 2024

Windows 11 delivers measurable impact to customers

250% ROI with payback in less than 6 months.

Better security

58%
Reduction in security incidents[1]

3.1X
Reduction in firmware attacks[1]

Better productivity

50%
Acceleration in work-flows and collaboration[4]

20%
Increased productivity for security and IT teams[2, 3]

Better TCO

80%
Reduction in incoming help desk tickets[1]

25%
decrease in time & costs of deployment of devices[2, 3]

Windows 11 Pro Monthly Active Users

[1]Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices. [2]Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates $1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices. [3]Microsoft Intune and Azure Active Directory required; sold separately. [4]To Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023

Our collective opportunity is to get our customers to ‘healthy’

Windows 10 EOS is on October 14, 2025

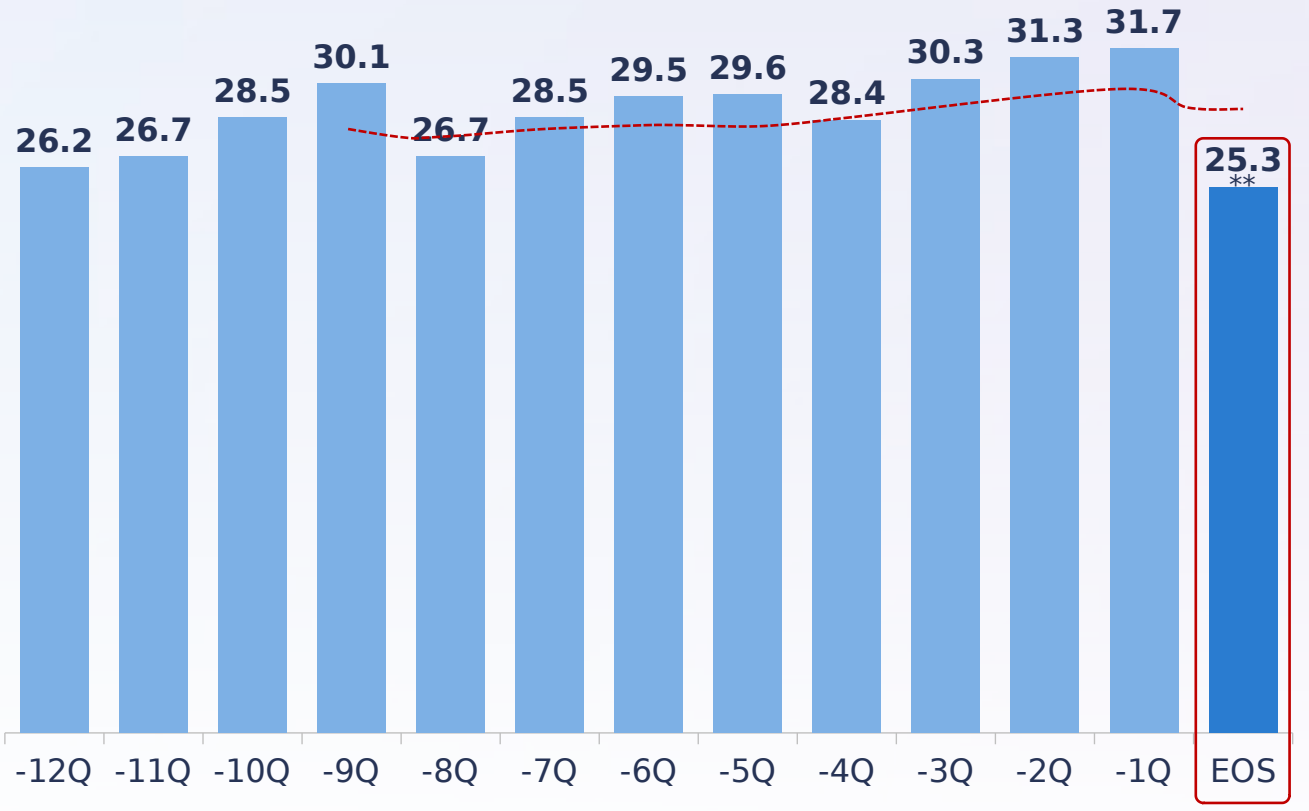
Our Opportunity

Windows 11 Pro Ineligible Install Base

Customers wait to refresh just before EOS

Pro device volume peaked at 25% YoY before EOS

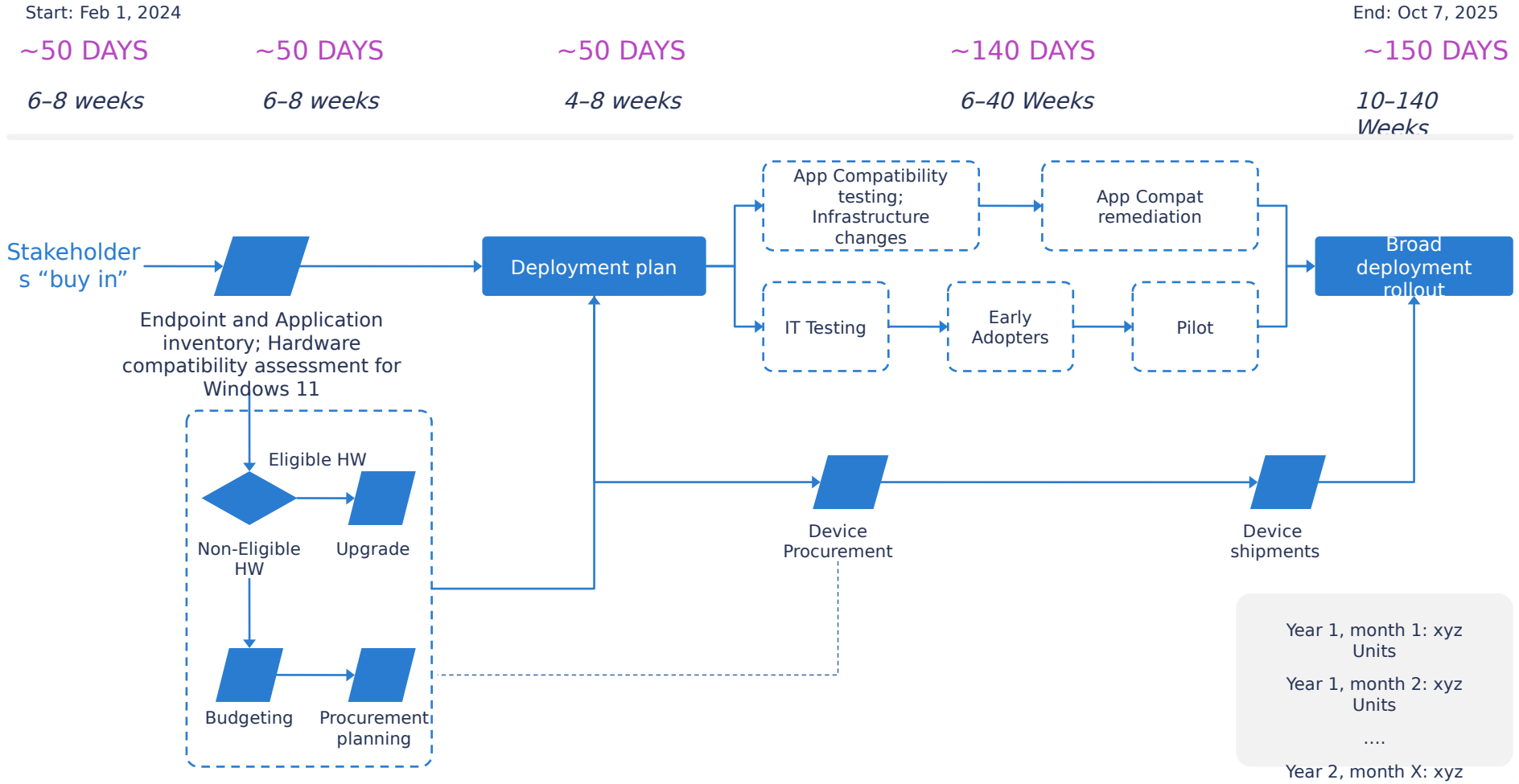
Pro devices saw an 8-quarter ramp prior to Windows 7 EOS



*IDC Windows commercial (excl. edu) sell-in

**Drop off in sell-in at EOS was a result of Windows 7 EOS being in first month of quarter (Jan). Sell-in preludes sell-through.

Even mid-size Windows deployments takes up to 12



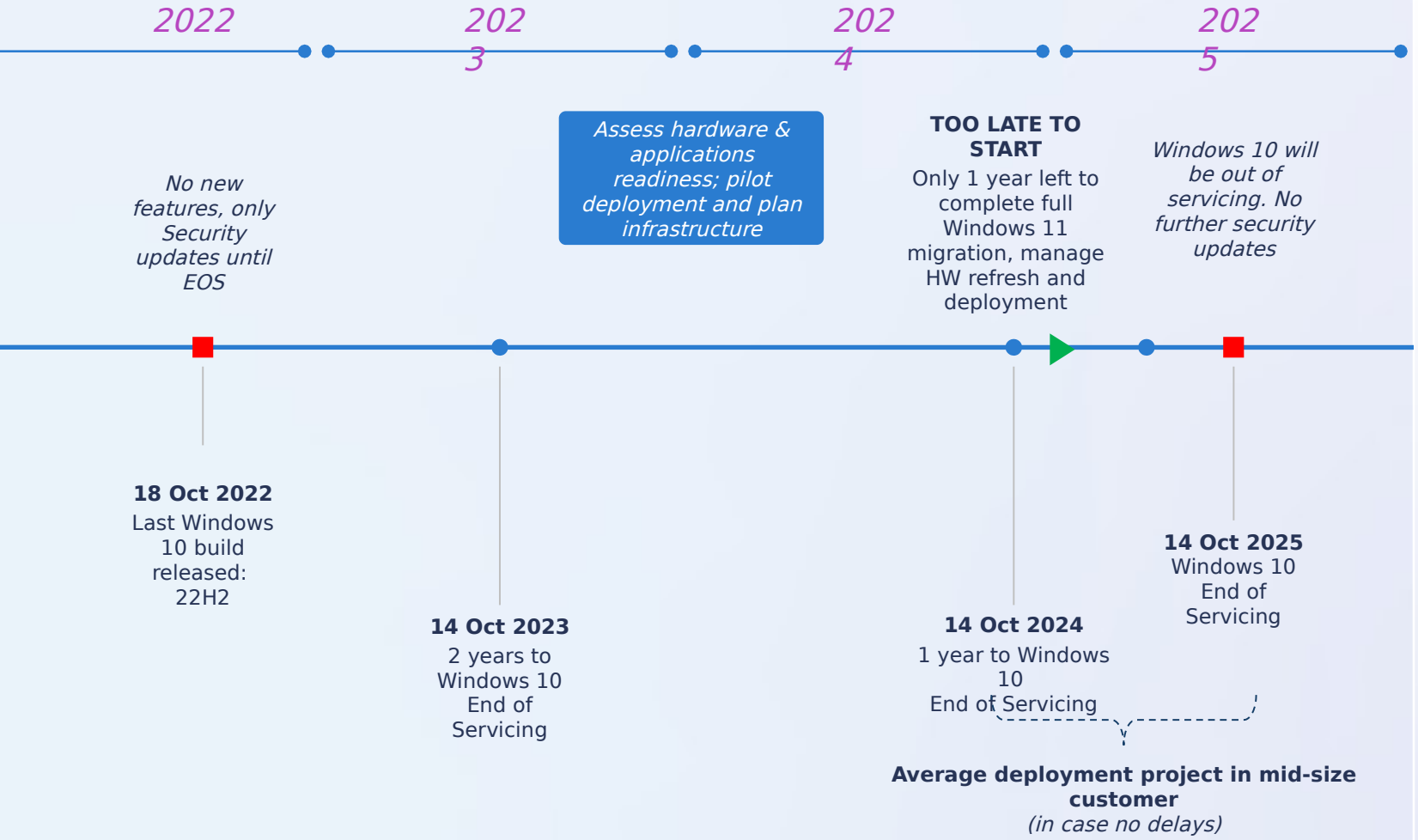
Total migration approx. **440 days** on average

In case of budgeting challenges, device shortages, App Compat issues, migration challenges – Can easily extend to 600+ days

Timeline example | Windows 11 migration project in mid-size customer

Customers need to start refreshing now before it’s too late..

Timeline to Windows 10 End of Support



Racing ahead towards Windows 10 End of Support.

Drive urgency through to engage customers to start Windows 11 POCs immediately.

Milestone 1: Technical Assessment helps to create short term awareness on device refresh, infrastructure change and services needs.

Extended Security Update (ESU) program is a last resort option for customers who do not meet the timelines, but it’s a very expensive strategy.

End-to-end messaging to drive EOS and AI priorities

Customer profile

Qualities	Early stages of piloting or testing Windows 11 Large number of ineligible devices. Slower adoption compared to peers.	Significant adoption of Windows 11, less vulnerable to EOS risk. Actively replacing the few remaining ineligible devices. Motivated, action-oriented.	Early adopters of AI technology with strong intent to become early adopters of Copilot+ PCs. Advanced in Windows 11 adoption. Ideal candidates for implementing sophisticated AI-driven solutions.
Goals	Accelerate adoption before End-of-Support (EOS) deadline.	Drive device refresh, replacing older Windows 11 Pro devices and outdated Windows 10 PCs.	Accelerate adoption of Copilot+ PCs with customers that have a strong AI roadmap and/or developers of inhouse or ISV apps.
Approach	Emphasize security risk of outdated devices and lack of updates. Amplify FOMO on productivity/performance benefits.	Emphasize productivity and business-ready benefits of new PCs, backed by security and performance. Includes mix of devices with or without NPU.	Emphasize productivity/performance and unique AI experiences backed by the most powerful Windows security.

Messaging set

Windows 10 EOS

Outdated PCs put your business at risk

Windows 11 Pro PCs

Accelerate business success

Non NPU

NPU

Copilot+ PCs

A new AI era begins

40+ TOPS

AMD Strix

Intel Lunar Lake

Windows 11 Pro messaging

Headline & Tagline: Accelerate business success. Industry-leading AI. Powerful cybersecurity. Designed for business.

Elevator Pitch: Upgrade now to new Windows 11 Pro PCs built for game-changing AI, faster performance, and layers of security enabled by default. Solve problems and speed workflows with intelligent business ready-devices. Optimize your business environment with Secured-core PC protection and new automated processes for seamless deployment and management. Choose from devices like NPU-powered Copilot+ PCs[6] to meet your unique business needs.

Pillars	Productivity	Business-readiness	Security	Performance
Pillar Headlines	Supercharge insights and efficiency.	Easier, cost-effective, and AI-ready IT.	Protect against evolving threats.	Set the pace with faster performance.
Hero Stat	50% faster workflows on average.[1]	25% faster deployment reported.[2]	Reported 62% drop in security incidents[3]	40+ TOPS NPU delivering more than 2X NPU TOPS than MacBook Air with M3 [5.6]
Benefits Summary/Value Proposition	Achieve more with less time and effort. Enhance every workstyle with business AI and features to get organized in a snap, speeding workflows by 50% faster on average.[1]	Optimize business operations with a reported 25% faster deployment,[2] automated updates, and granular control across apps, data, and AI.	Windows is secure by design and secure by default, with layers of hardware backed protection for every face of business and a reported 62% drop in security incidents.[3]	Make a bigger impact today with accelerated performance, all day battery life4 and optional NPU. Options include Copilot+ PCs with 40+ TOPS NPU, delivering more than 2X NPU TOPS than MacBook Air with M3.[5]
Disclaimers	[1]Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023.	[2]Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices, December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates $1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.	[3] Windows 11 Survey Report. Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.	[4]Battery life varies significantly by device and with settings, usage and other factors. Learn more. [5]Based on comparison to M3 Neural Engine performance data available as of October 30, 2023 at Apple.com. [6]Availability varies by device and region. On some Copilot+ PCs, Copilot+ PC experiences require free updates available starting late November 2024. Learn more.

Windows 10 EOS

Windows 11 Pro PC – EOS urgency

Headline & Tagline: Outdated PCs put your business at risk. Upgrade now before Windows 10 end of support in October 2025.

Elevator Pitch: Stay secure and up to speed with new Windows 11 Pro PCs that come with layers of security enabled by default and AI-enhanced efficiency. Designed for fast, easy deployment and compatibility with your mission-critical business apps, Windows 11 Pro PCs are your foundation for future innovation.

Pillars	Security	Productivity	Business-readiness	Performance
Pillar Headlines	Stay up-to-date and protected against evolving threats.	Make the move to supercharged efficiency now.	Easy to deploy, compatible with existing tech.	Set the pace with faster performance.
Hero Stat	Reported 62% drop in security incidents.[1]	50% faster workflows on average[2]	25% faster deployment[3]	Delivering more than 2X NPU TOPS than MacBook Air with M3. [5,6]
Benefits Summary/Value Proposition	Shield your business now with the latest security updates and layers of powerful hardware-backed protection enabled by default, for a reported 62% drop in security incidents.[1]	You can't save time with outdated devices. New Windows 11 Pro PCs can enhance every workstyle with business AI and features to get organized in a snap, speeding workflows 50% faster on average.[2]	Designed to work with your existing technology, Windows 11 Pro enables a reported 25% faster deployment,[3] automated updates, and granular control across apps, data, and AI.	Make a bigger impact today with faster performance, all day battery life,[4] and optional NPU. Options include Copilot+ PCs with 40+ TOPS NPU. delivering more than 2X NPU TOPS than MacBook Air with M3.
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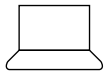
Windows 10 EOS

Aspirations & learnings



Windows 10 will go End of Support October 14, 2025. We want to ensure as many customers as possible are in a healthy supported state on Windows 11 either through upgrade or refresh onto eligible hardware.

To be successful, we need to create both a cultural moment to increase awareness as well as maximize investments to ensure we are driving down the security and CSAT risk of having 100s of millions of customers left on Windows 10 with unsupported hardware.

Goals

1. Accelerate migration of customers to Windows 11
2. Decrease number of ineligible devices in Install Base
3. Reduce churn out of Windows ecosystem

Learnings from Past EOS

Concise Communication	Use clear & direct language ITDMs want help to convince BDMs/finance for budget Enterprises are aware & need acceleration SMBs are unaware
Educate Simply	Competing IT priorities Afraid of app compatibility (hangover from 7 to 10) Need to land the ‘Why now’ story Customers need to run install base assessments
Show Value	Provide TCO to support refresh acceleration Activate partners & channel to help customers plan Security is a top concern One MS value. Amplify value of commercial stack

Deploy with confidence

How customers can identify ineligible devices

Plan

Use your familiar tools and processes

To unlock the potential of everyone in your organization.

Prepare

Prepare for deployment

Your Windows 10 apps will be compatible, backed by App Assure. Test critical apps and policies using Microsoft Intune[1].

Deploy

Save time with secure deployments and automation

Use your existing tools to implement pilot and broad deployments, simplify processes, and accelerate velocity.

99.7%

app compatibility with programs in place to help resolve issues at no additional cost[2]

[1]Microsoft Intune and Microsoft Entra ID required; sold separately; [2]App Assure program data.

Prepare: Assess device readiness

Hardware eligibility assessment

To install or upgrade to Windows 11, devices must meet a set of minimum hardware requirements

- Assess your device install base for Windows 11 readiness
- Plan upgrade strategy
  - Upgrade eligible Windows 10 devices to Windows 11
  - Purchase new Windows 11 devices to replace non-eligible hardware

Use any of the available tools
& reports to gain insights to Windows 11 hardware readiness

Non-centrally managed devices:

- PC Health Check app

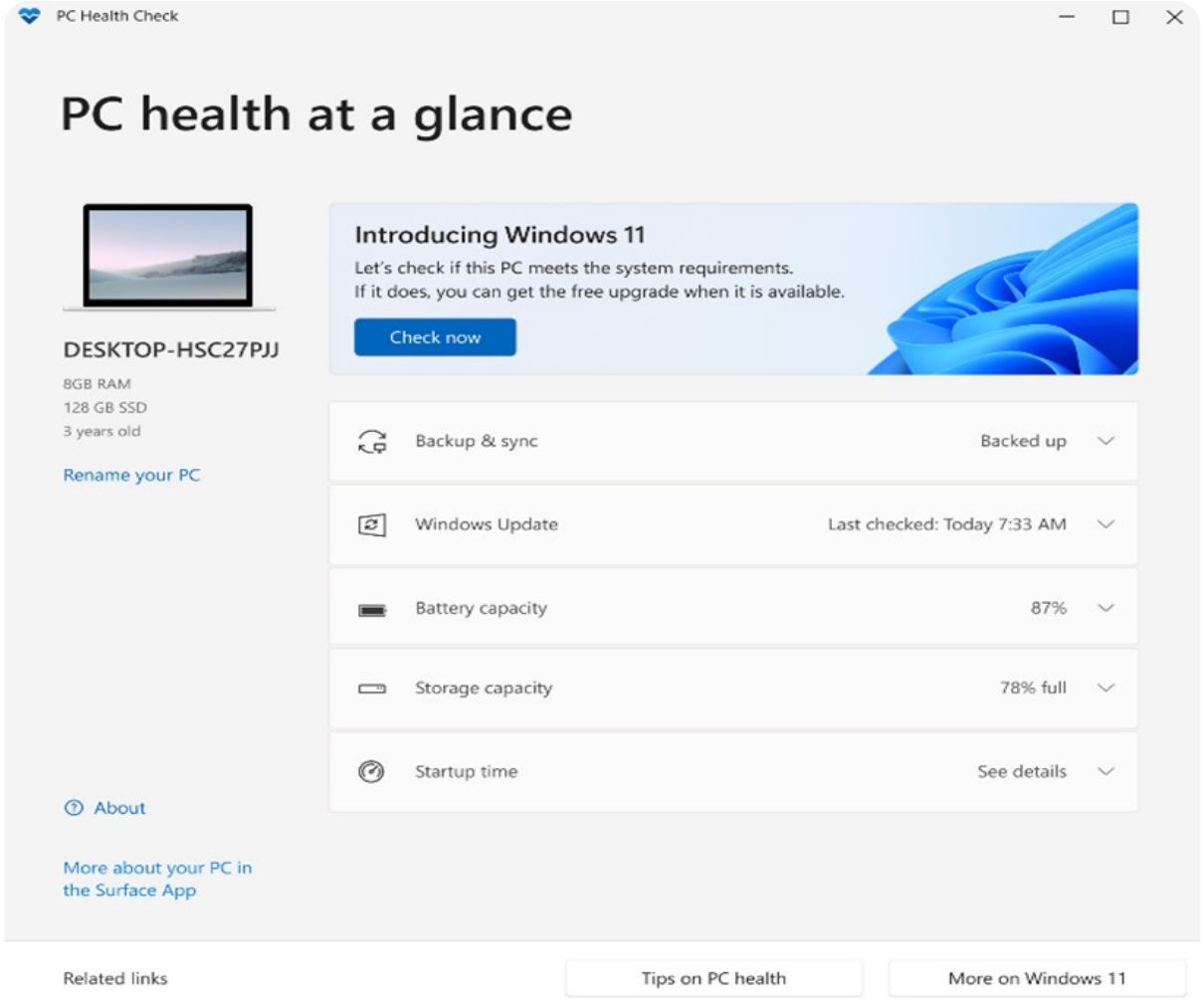
Centrally managed devices:

- Endpoint Analytics in Intune

Prepare: Minimum hardware requirements

Device Type	No restrictions
Processor	1 gigahertz (GHz) or faster with 2 or more cores on a compatible 64-bit processor or System on a Chip (SoC)
RAM	4 gigabyte (GB)
Storage	64 gigabyte (GB) or larger storage device. Sufficient free storage needs to be available to support regular monthly updates.
System Firmware	UEFI, Secure Boot capable
TPM	Trusted Platform module (TPM) version 2.0
Graphics card	Compatible with DirectX 12+ with WDDM 2.0 driver
Display	High definition (720p) display, 9” or greater, 8 bits per color channel

Option 1: PC Health Check

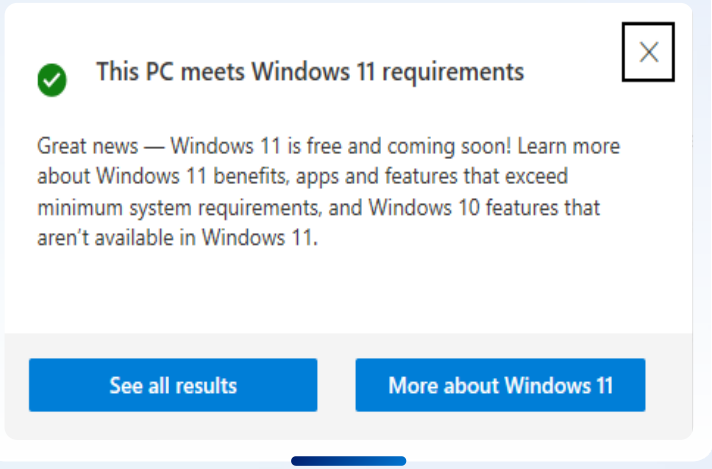


PC Health Check provides a comprehensive eligibility check for your device to ensure it meets the Windows 11 minimum system requirements.

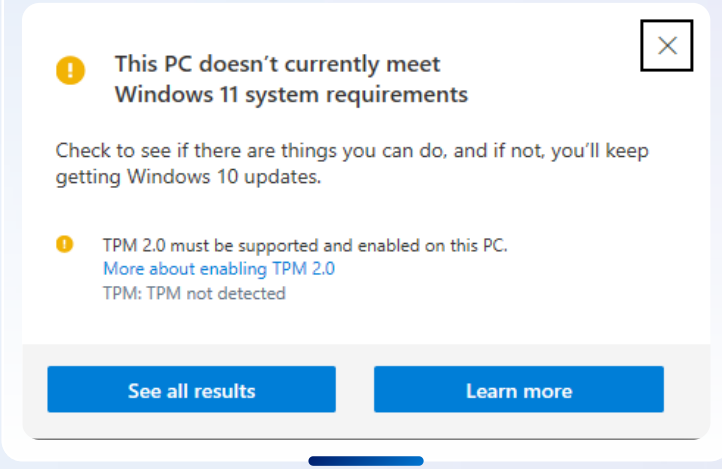
You'll get info on why your device is or isn't eligible, plus info on what you can do if your device doesn't meet the requirements.

https://aka.ms/GetPCHealthCheckApp

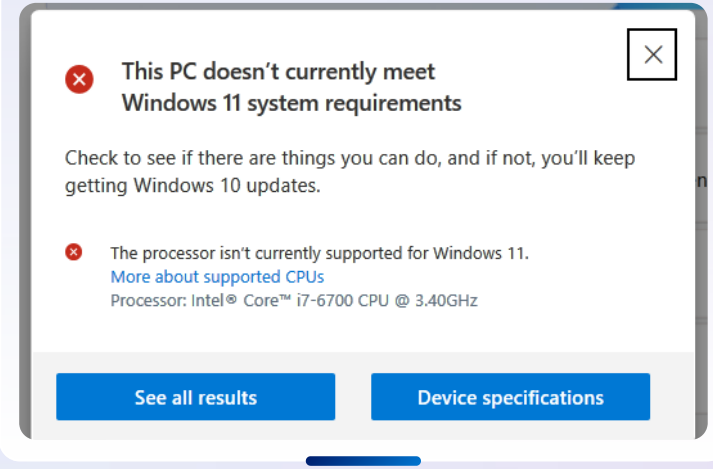
Option 1: PC Health Check



A green checkmark means your PC is ready for the upgrade to Windows 11

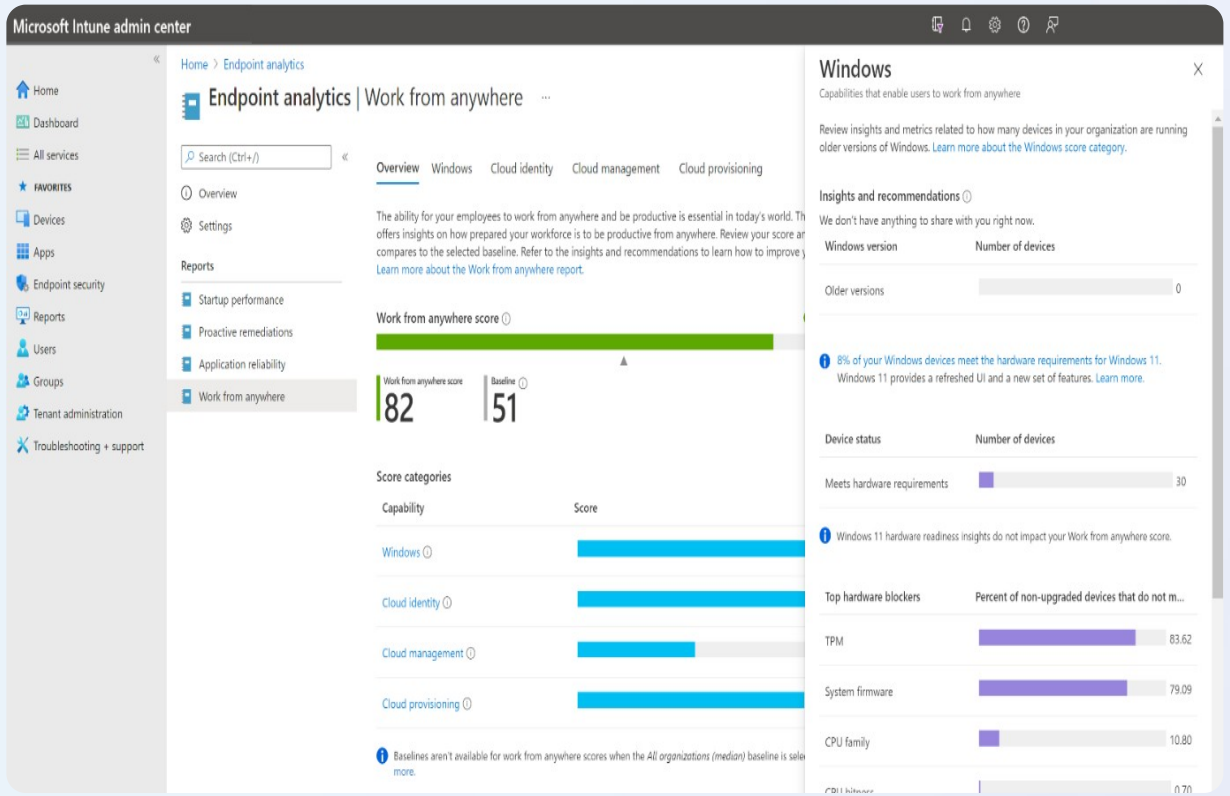


A yellow exclamation point means there may be steps you can take to get your PC ready



A red X means your PC does not meet the minimum requirements for Windows 11

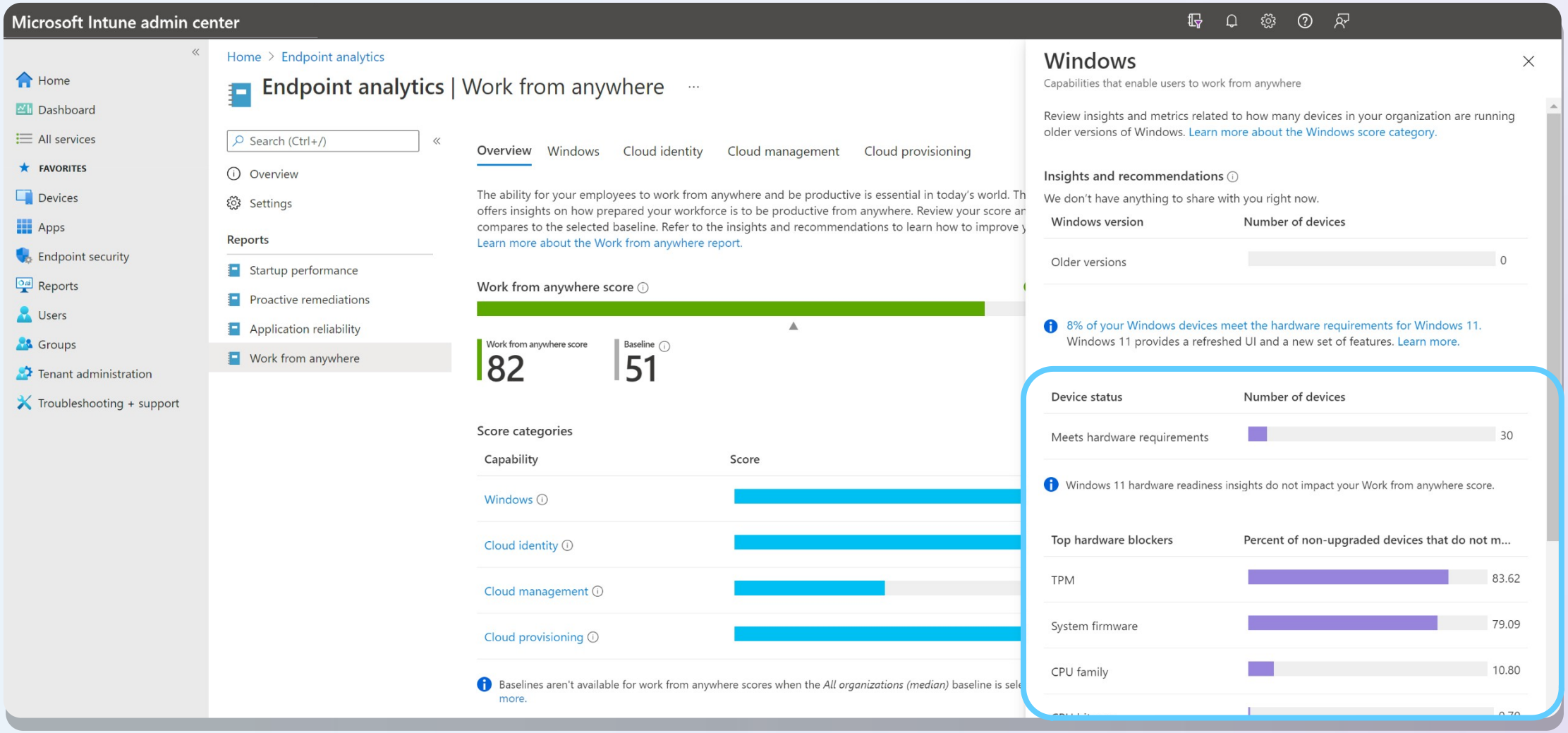
Option 2: Endpoint Analytics



Use Intune Endpoint Analytics Windows 11 hardware readiness report to have complete visibility on existing hardware readiness for Windows 11 upgrade

Hardware readiness report provides instant insight which specific hardware requirements are the top blockers in your organization.

Option 2: Endpoint Analytics



Taking action on non-eligible devices

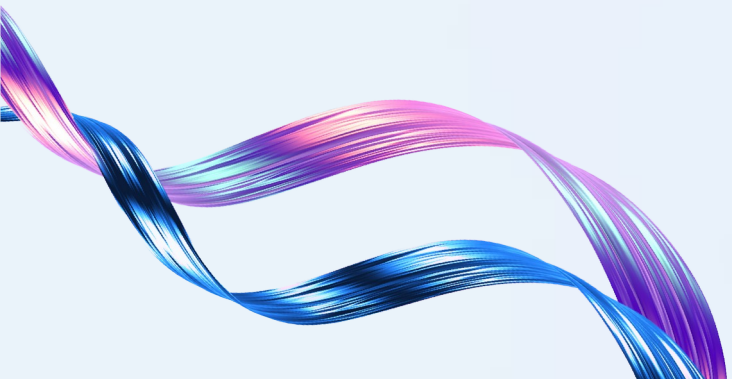
For devices that are not meeting Windows 11 system requirements, consider the following options and consult your device Partner to get further recommendations on upgrading to Windows 11:

Upgrade hardware:

Identify hardware components that do not meet system requirements but could get additional upgrades, like adding additional RAM or updating the BIOS to enable TPM 2.0.

Replace devices:

For devices that are ineligible for an upgrade, consult with your device Partner and plan for replacements to ensure compliance with Windows 11 requirements.



Prepare: Validate Apps

Identify apps, including browser-based apps’ compatibility status

If you use Microsoft Intune, you can get an inventory of all apps on managed devices

- Create or update application inventory
- Apply application classification (e.g., critical, important,
  not important)
- Choose validation methods and assign owners for application validation and/or testing based on classification
- Engage FastTrack App Assure[1] service in case you do identify application compatibility challenge

99.7%

app compatibility with programs in place to help resolve issues at no additional cost[1]

[1]App Assure program data.

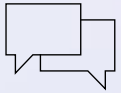
Get support with Applications when needed

Microsoft is committed to ensuring your apps work on the latest versions of our software. If you encounter any compatibility issues, FastTrack App Assure will help you remediate them at no additional cost[1]

Create an inventory of apps running in your organization to make an informed decisions.

Test your applications to identify any compatibility issues

FastTrack App Assure helps customers troubleshoot root cause and resolve app compatibility issues for both Line of Business (LOB) & ISV apps



Customers get a direct line of communication to Microsoft product engineering teams

Windows 10 and 11 (x86, x64, Arm) | Microsoft 365 Apps | Microsoft Edge | Azure Virtual Desktop
Windows 365 Cloud PC | Copilot for Microsoft 365

[1]App Assure is available to all Microsoft customers. FastTrack eligibility criteria doesn't apply to App Assure services and is subject to Microsoft's discretion

Deploy with confidence

Use any of existing tools to upgrade eligible devices to Windows 11 and deploy new Windows 11 Pro devices to your environment

Non-centrally managed eligible devices:

- Windows Update

Centrally managed devices:

- Microsoft Intune/Windows Autopilot
- Windows Update for Business
- Windows Server Update Service (WSUS)
- System Center Configuration Manager (SCCM)

Windows Autopilot accelerates deployment on new devices with zero-touch provisioning using Microsoft Entra ID and Microsoft Intune[1]

[1]Microsoft Intune and Microsoft Entra ID sold separately

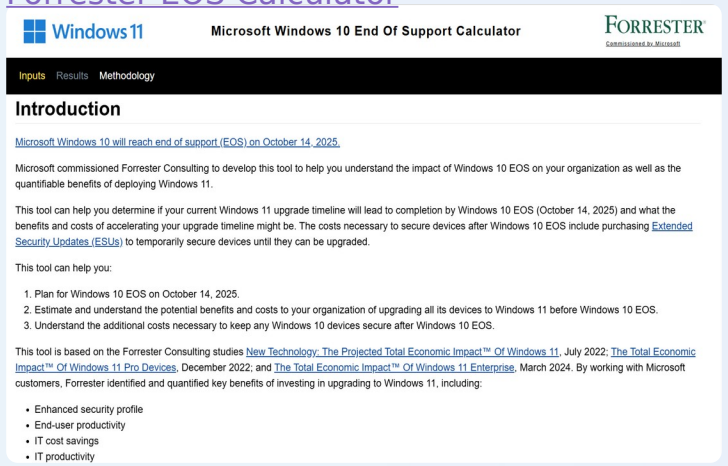
NEW – Available follow-up/demand gen assets

Forrester EOS Calculator

Microsoft commissioned Forrester to develop a tool to help customers understand impact of W10 EOS on their organization as well as quantifiable benefits & costs of deploying W11.

Partner guide

Forrester EOS Calculator

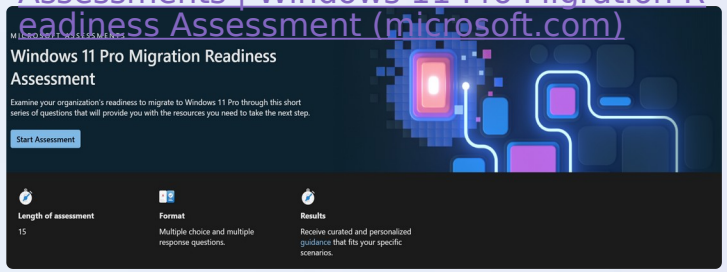


Windows 11 Migration Readiness assessment

Examine your organization's readiness to migrate to Windows 11 Pro through a short series of questions that will provide you with the resources you need to take the next step.

- Throughout the questionnaire, customers get specific guidance on how to take the next step
- Customer can send the results of the survey directly to their device reseller/partner for further guidance and follow-up

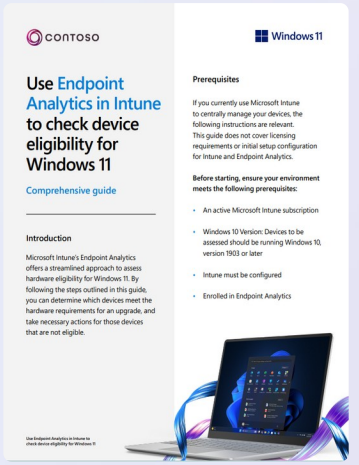
Assessments | Windows 11 Pro Migration Readiness Assessment (microsoft.com)

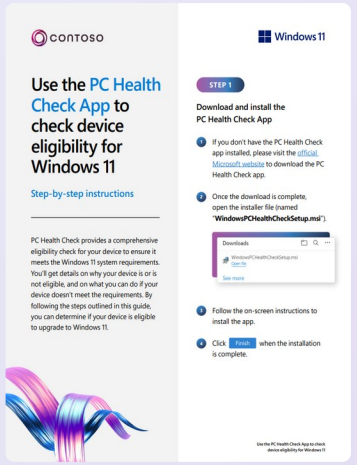


Step-by-step guides Technical assessments

Clear step by step guides that a customer can follow to complete the technical assessments

- Includes clear guidance and links for next steps based on results of the assessment
- Guides available as part of the SMB EOS Accelerator program marketing BOM





Your next steps

- Ensure you are familiar with the latest Windows 11 and Windows 10 End of Support messaging
  - Review this course
  - Check the Windows 11 and Windows 10 end of support courses on Expertzone
- Contact your customers to ensure they are aware of the Windows 10 end of Support. Please contact us to receive customer-ready emails
- Invite them to our upcoming customer webinar
- Organize a 1:1 meeting to help your customers identify ineligible and eligible devices and define a plan of action with them

Customers need to start refreshing now before it’s too late… Engage them today to drive urgency and define next actions ahead of October 14, 2025!